



MALAYSIA

Market Fact Sheet

Malaysia is the 25th largest agricultural export market of the United States, with \$1.22 billion in total export value in 2021. Market drivers are the rebounding economy, increased consumer spending, and the recovery of the tourism industry.

Although the country's halal requirements complicate trade for certain products, Malaysia's trade and regulatory policies are relatively open and provide opportunities for a broad range of imported foods and beverages.

Macroeconomy

Population: 32.7 million people

Per Capita Income: \$12,500 by the end of 2021, with a growing middle class

Real GDP Growth: 3.1% in 2021, 5.3-6.3% forecast in 2022

Top WA-Origin Food and Agricultural Exports to Malaysia in 2021



French Fries, Frozen



Dairy



Wheat



Potatoes, Fresh



Apples



Hay



Cherries, Sweet, Fresh



Preserved Fruits



Fish And Seafood



Beverage Extract

Major Retail and Food Processing Companies

Retail Food

Dairy Farm Group, Mydin Mohamed Holdings, Trendcell, Village Grocer Holdings, and AEON Group.

Food Processing

Several multinational companies have regional production facilities in and around Kuala Lumpur.



Advantages and Challenges



- U.S. food and agricultural products are trusted and perceived to be of high quality.
- The growing Malaysian hotel, restaurant, and institutional (HRI), retail, and food processing sectors require a wide range of imported food products and ingredients.
- Rising disposable income in Malaysia is driving demand for high-quality imported food and beverage products.



- Many U.S. products need to be halal certified in the Malaysian market, which can be a lengthy process.
- Australia and New Zealand both have free trade agreements with Malaysia and have a strong presence in the country's consumer-oriented food and beverage market.

Best Product Prospects for U.S. Consumer Oriented Products

- Dairy
- Fresh Fruit
- Non-Alcoholic Beverage
- Bakery Goods
- Cereals
- Pasta
- Pork and Pork Products
- Beef and Beef Products



Sources

Top WA-Origin Food and Agricultural Exports to Malaysia in 2021: WISER Trade; Wheat numbers from USDA, U.S. Wheat Associates, and Washington Grain Commission

USDA Foreign Agricultural Service. (2022). Malaysia: Retail Foods

USDA Foreign Agricultural Service. (2022). U.S. Trade with Malaysia in 2021